

A promotional image for the Netflix series 'The End of the F***ing World'. The scene is set at night on a dark, misty road. Three characters are on bicycles, their headlights illuminating the path ahead. The character in the foreground on the right is a young woman with dark hair, wearing a light-colored jacket and dark pants, looking down at her handlebars. The character in the middle ground is a young man in a dark jacket and cap, riding away. The character in the foreground on the left is partially visible, also on a bicycle. The word 'NETFLIX' is overlaid in large, bold, red capital letters across the center of the image.

NETFLIX

NETFLIX

- 104 million members
- > 190 countries
- > 125 million hours of TV shows and movies per day

Q: What is a Content Delivery Network?

A: Geographically distributed content servers attached to networks
+
a way of routing requests to the closest (and/or best performing) server / network path



Open Connect

A NETFLIX
ORIGINAL



NETFLIX
DEVICE

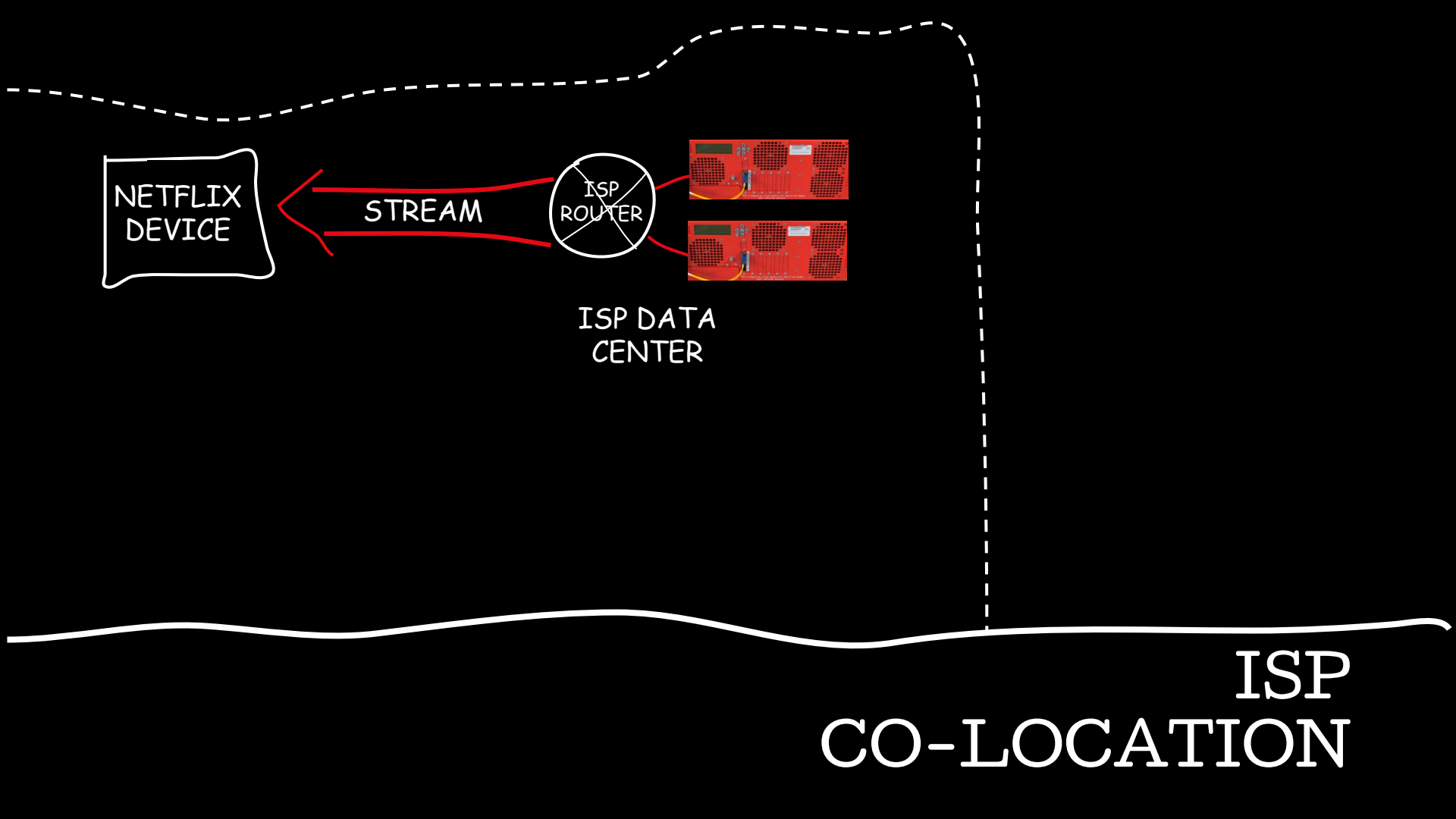
STREAM

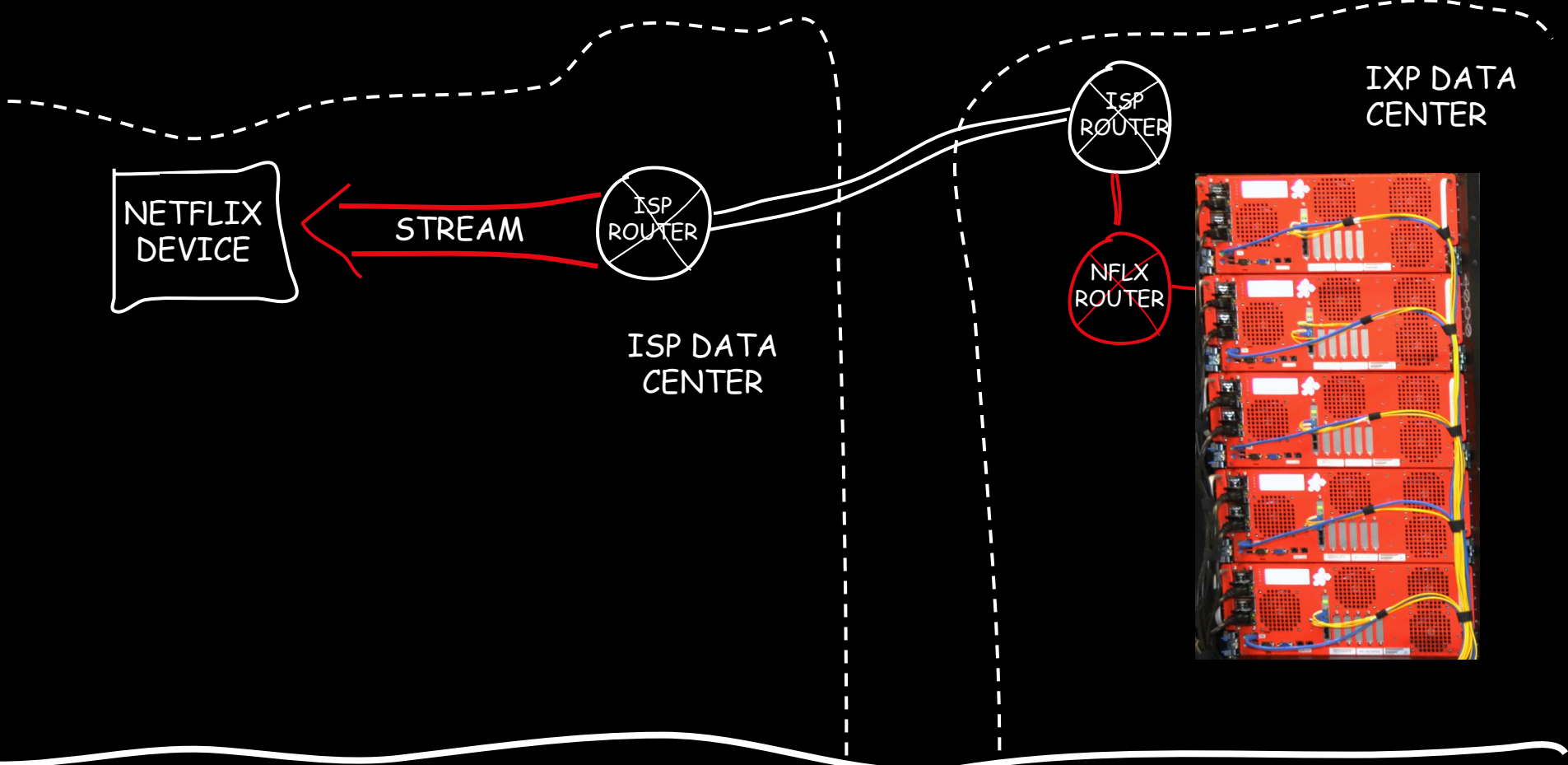
ISP
ROUTER



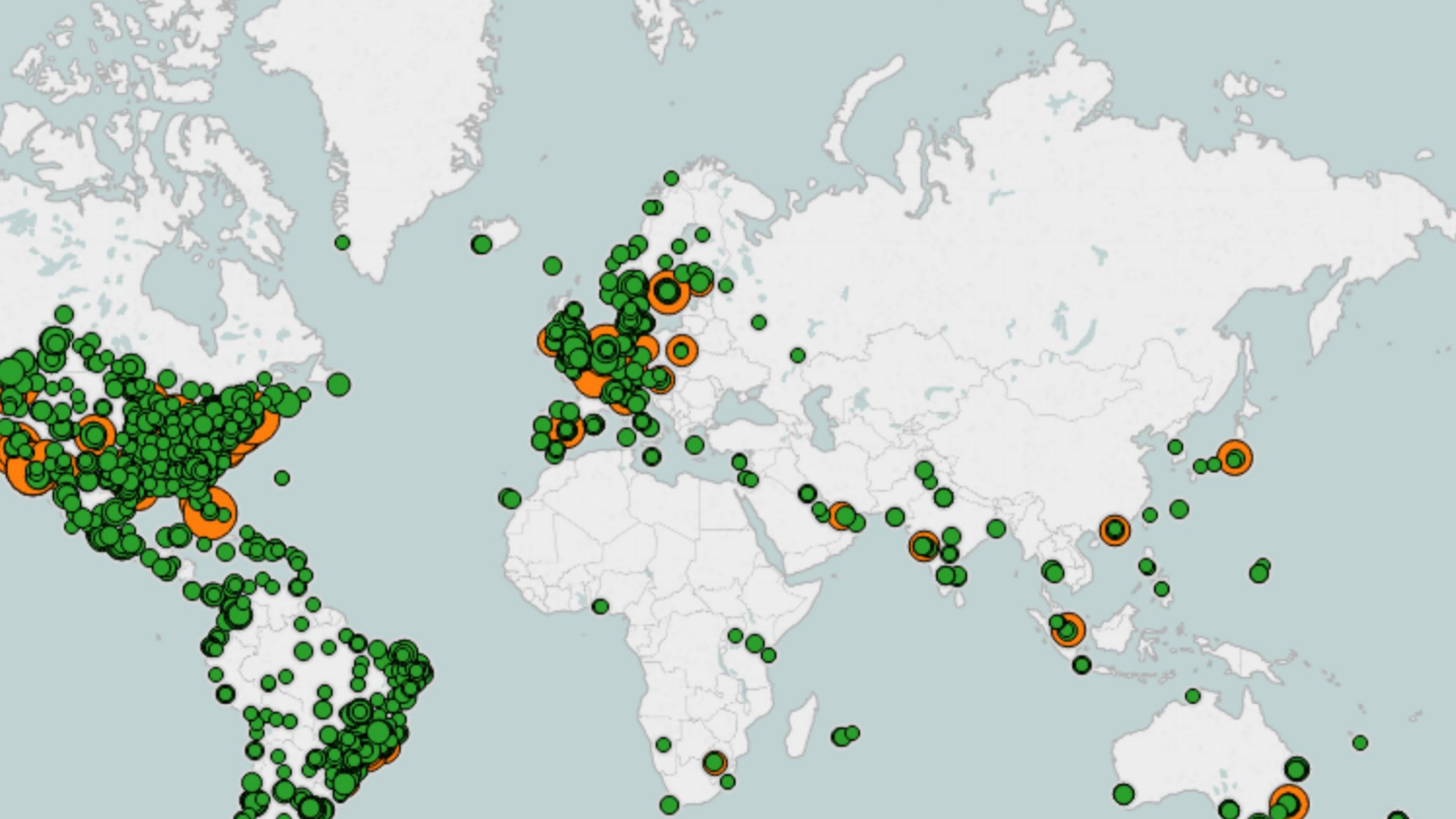
ISP DATA
CENTER

ISP
CO-LOCATION





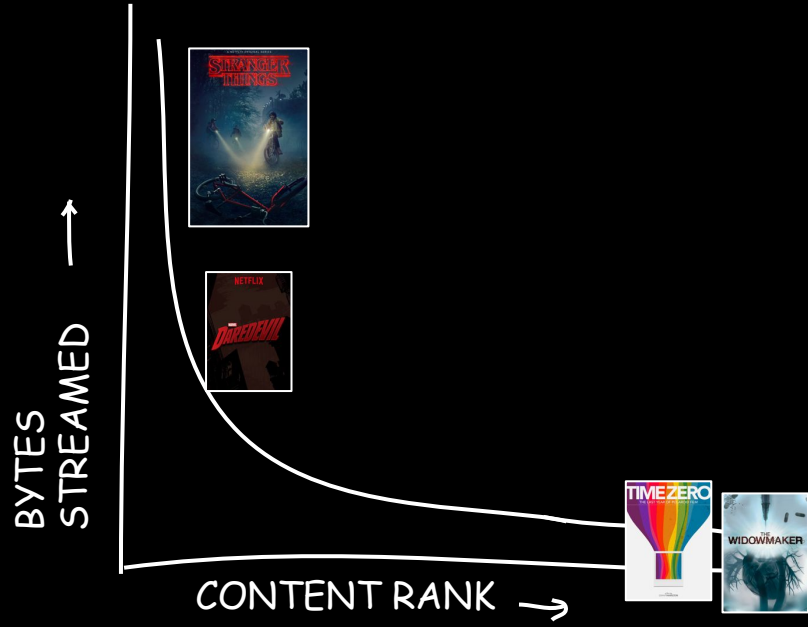
IXP INTERCONNECTION



Content
Filling

pre-position
ing





PREDICTABLE VIEWING PATTERNS

Caches fill
while you
sleep



